

Remarks

Summary of the Office Action

Claims 161-187, 192 and 193 were pending in this application.

Claims 161-165, 168-170, 173-178, 181-183, 186 and 187 are rejected under 35 U.S.C. § 103(a) as being obvious over Rothmuller U.S. Patent No. 5,635,989 (hereinafter "Rothmuller") in view of Bedard U.S. Patent No. 5,801,747 (hereinafter "Bedard").

Claims 166, 167, 179, and 180 are rejected under 35 U.S.C. § 103(a) as being obvious over Rothmuller in view of Bedard and further in view of Macrae U.S. Patent Publication No. 2003/0208756 (hereinafter "Macrae").

Claims 171, 172, 184, and 185 are rejected under 35 U.S.C. § 103(a) as being obvious over Rothmuller in view of Bedard and further in view of Billock U.S. Patent Publication No. 2002/0059581 (hereinafter "Billock").

Claims 192 and 193 are rejected under 35 U.S.C. § 103(a) as being obvious over Rothmuller in view of Bedard and further in view of Lawler U.S. Patent No. 5,699,107 (hereinafter "Lawler").

Summary of Applicant's Reply

Applicant has amended claims 161 and 174 to more particularly define the claimed invention. Applicant has also added new claims 194-203. Support for the new claims may be found, for example, on page 33, lines 1-14, page 22, line 32 through page 24 line 3, and page 25, lines 11-30 of applicant's specification. No new matter has been added.

Reconsideration of this application in light of the following remarks is hereby respectfully requested.

Claims 161 and 174

Amended independent claims 161 and 174 are directed towards a method and system for adding a program of interest to a watch list using an interactive television program guide. A program of interest is added to the watch list in response to the user having watched the program for a specified amount of time. Programs of interest in the watch list are ranked based on the amount of time each program has been watched, adjusted by the duration of each program. For example, according to page 25, lines 3-6 of applicant's specification, "if interactive advertisements are shorter in duration compared to television programs, rankings of interactive advertisements may be modified to reflect this fact."

Rothmuller discloses generating a favorite program list by storing in memory the titles of programs viewed for a period of time exceeding a predetermined period of time (column 5, line 59 through column 6, line 4). However, Rothmuller fails to show or suggest ranking programs in the favorite program list, let alone "ranking based on the amount of time the programs have been watched adjusted by the duration of the programs," as recited in independent claims 161 and 174.

Bedard relates to a method and apparatus for creating a television viewer profile. A viewer's behavior is monitored and the viewer's preferred channels are determined based on viewing units. However, as implied by the Examiner, Bedard also fails to teach ranking based on the amount of time the programs of the channels have been watched adjusted by the duration of the programs (see page 3 of Office Action). In fact, in Bedard, only the duration of a viewer's viewing session is monitored, not the

duration of each program watched by the viewer. Hence, program duration is not a factor in ranking viewer preferred programs in Bedard.

Furthermore, applicant submits that neither Macrae, Billock nor Lawler disclose "ranking the programs of interest in the watch list based on the amount of time the programs have been watched adjusted by the duration of the programs," as specified in independent claims 161 and 174.

Therefore, whether taken alone or in combination, Rothmuller, Bedard, Macrae, Billock and Lawler fail to show or suggest "ranking the programs of interest in the watch list based on the amount of time the programs have been watched adjusted by at least one of the duration of the programs and the type of the programs," as specified in independent claims 161 and 174.

For at least this reason, applicant submits that amended independent claims 161 and 174 are allowable. Accordingly, applicant respectfully requests that the Examiner's rejection of amended independent claims 161 and 174 be withdrawn.

Applicant respectfully requests that the rejection of claims 162-173, 175-187, 192 and 193 also be withdrawn at least because claim 162-173, 175-187, 192 and 193 variously depend from allowable amended independent claims 161 and 174.

#### New Claims 194-203

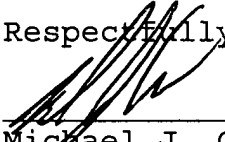
New claims 194-203 are directed towards methods and systems for creating and using watch lists using an interactive television program guide. Claims 194-203 are allowable at least because claims 194-203 variously depend

from allowable independent claims 161 and 174. In addition, these claims specify further features not found in the prior art of record.

Conclusion

For the reasons set forth above, applicant respectfully submits that this application is in condition for allowance. Reconsideration and prompt allowance of this application are respectfully requested.

Respectfully submitted,



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